OCT 21 1940

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PARSO FLUORESCENT LUMINAIRES

CATALOG NUMBER 41

Prices and Data (Effective Sept. 15th, 1940)

ParCo FLUORESCENT LUMINAIRES

AMERICA'S FINEST LOW-PRICED LIGHTING EQUIPMENT

We invite you to look over the stunning newest ParCo Luminaires we're now showing—on every count of size, utility, style and finish they reach a new high.

Examine their features. Check their quality, point by point. Then consider our prices. Thus you can appraise for yourself their outstanding value and see exactly what your money buys.

The merit of the units themselves is plain to see—their good looks and good workmanship are reflected in every detail.

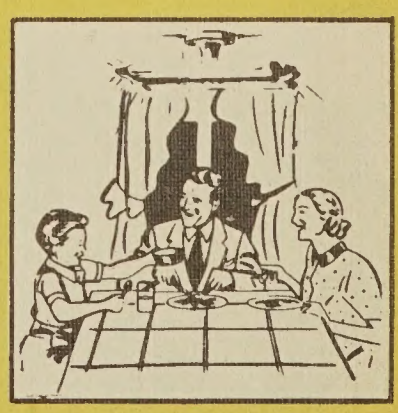
Yet value is always relative—it necessarily involves not only the price you pay but *what the price includes* —and this is true irrespective of what unit you buy.

Revolutionary BETTER LIGHT BETTER SIGHT **All Purpose Lighting**

FOR INDUSTRIAL

FOR OFFICE

FOR STORES



FOR RESIDENCE

FOR EVERY PLACE: ParCo FLUORESCENTS
KNOWLEDGE BACKED BY EXPERIENCE

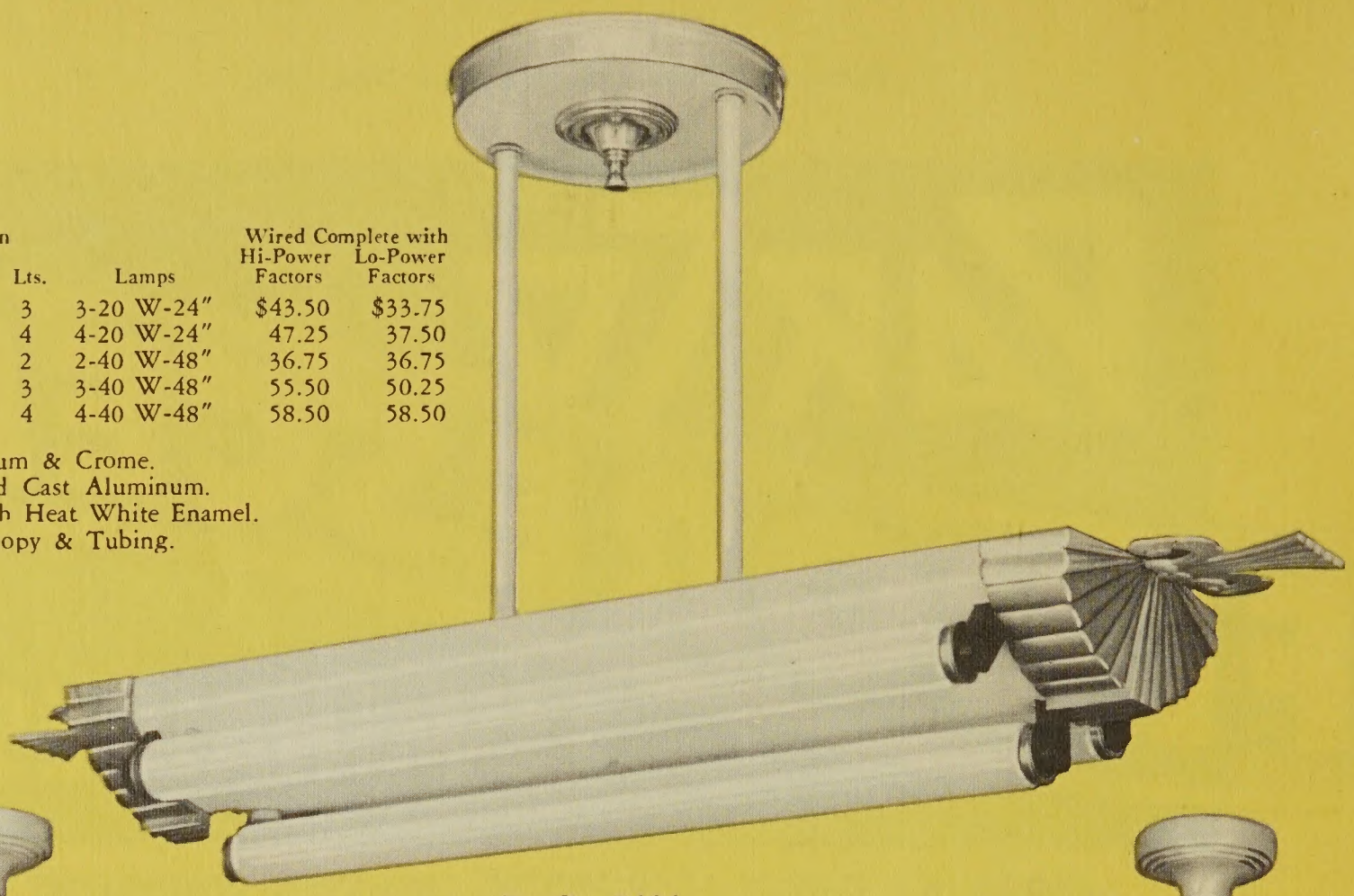
For 45 years the officers of this company have been engaged in the manufacturing of dependable lighting equipment for all uses, so when you purchase ParCo, you are assured of the very best in lighting.

ParCo LIGHTING EQUIPMENT COMPANY

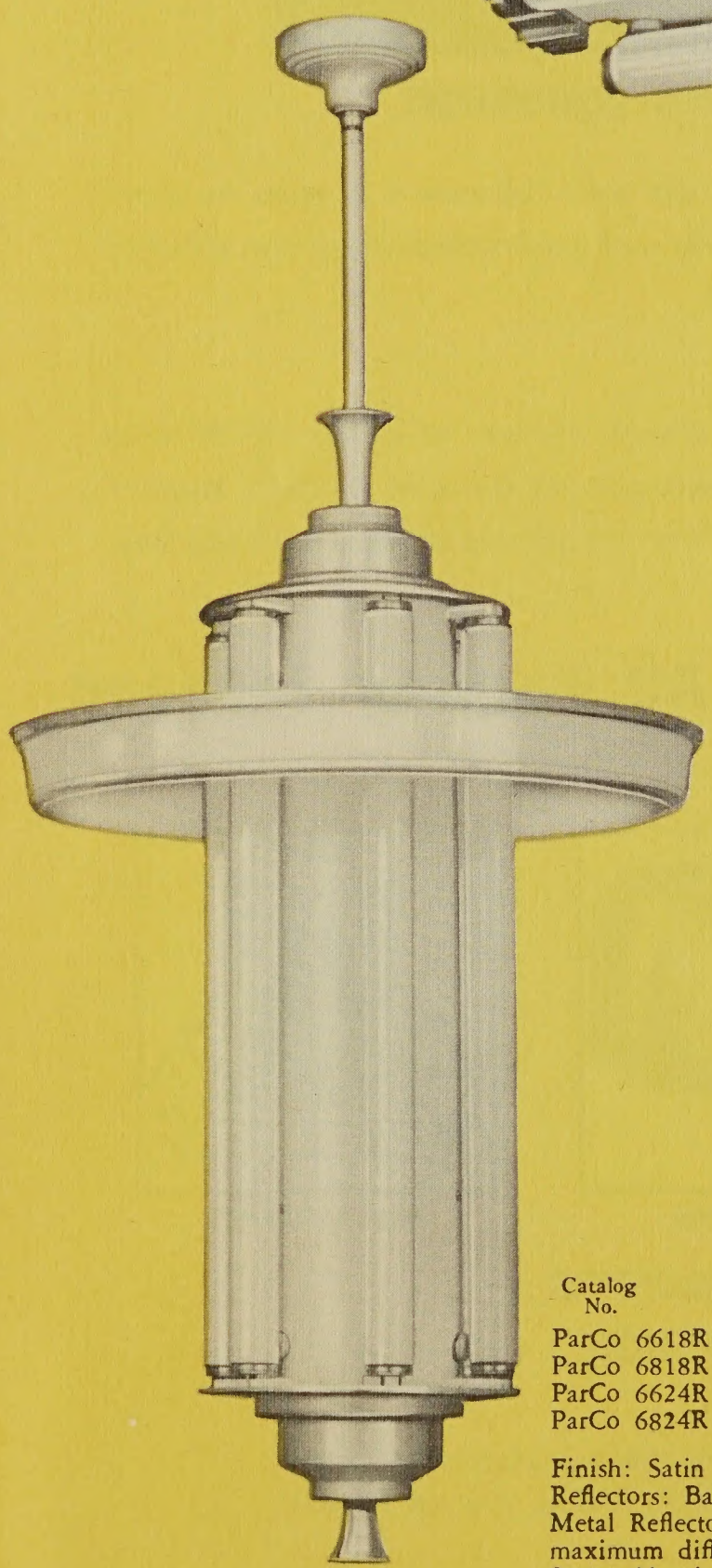
12 WAVERLY PLACE **NEW YORK, N. Y.**

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo A324	30″	3	3-20 W-24″	$43.50	$33.75
ParCo A424	30″	4	4-20 W-24″	47.25	37.50
ParCo A248	36″	2	2-40 W-48″	36.75	36.75
ParCo A348	36″	3	3-40 W-48″	55.50	50.25
ParCo A448	36″	4	4-40 W-48″	58.50	58.50

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Stem: Aluminum Canopy & Tubing.



ParCo A324



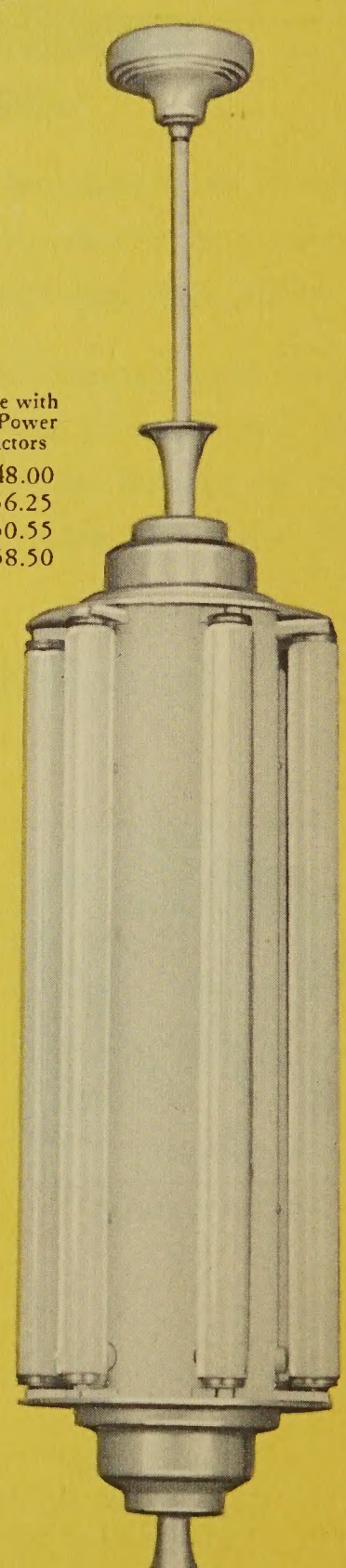
ParCo 6618R

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 6618	42″	6	6-15 W-18″	$64.50	$48.00
ParCo 6818	42″	8	8-15 W-18″	76.50	56.25
ParCo 6624	48″	6	6-20 W-24″	66.00	50.55
ParCo 6824	48″	8	8-20-W-24″	78.75	58.50

Finish: Satin Aluminum & Crome.
Reflectors: Baked High Heat White Enamel.
Stem: Aluminum Canopy and Tubing.

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 6618R	42″	6	6-15 W-18″	$73.50	$57.00
ParCo 6818R	42″	8	8-15-W-18″	85.50	65.25
ParCo 6624R	48″	6	6-20-W-24″	75.00	59.55
ParCo 6824R	48″	8	8-20 W-24″	87.75	67.50

Finish: Satin Aluminum & Crome.
Reflectors: Baked High Heat White Enamel.
Metal Reflector: 22½″ Diam. Spun Aluminum, 18 Gauge for maximum diffusion of light on working plane.
Stem: Aluminum Canopy and Tubing.

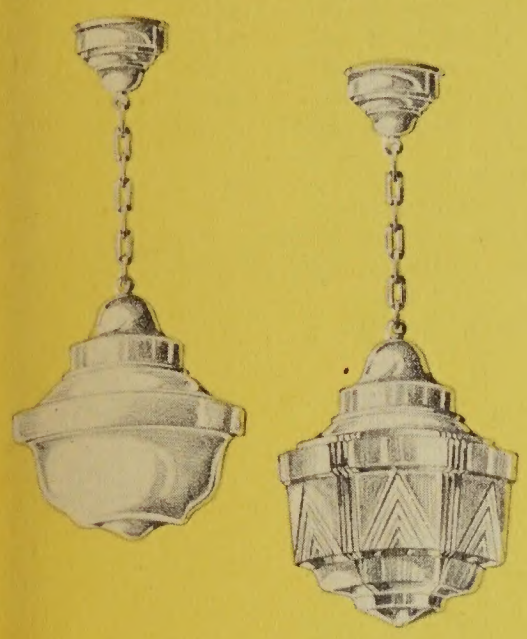


ParCo 6618

Prices and Data (Effective Sept. 15th, 1940)

Replace your OLD-TYPE LIGHTING FIXTURES

with PARCO FLUORESCENT LUMINAIRES



COMPARE:

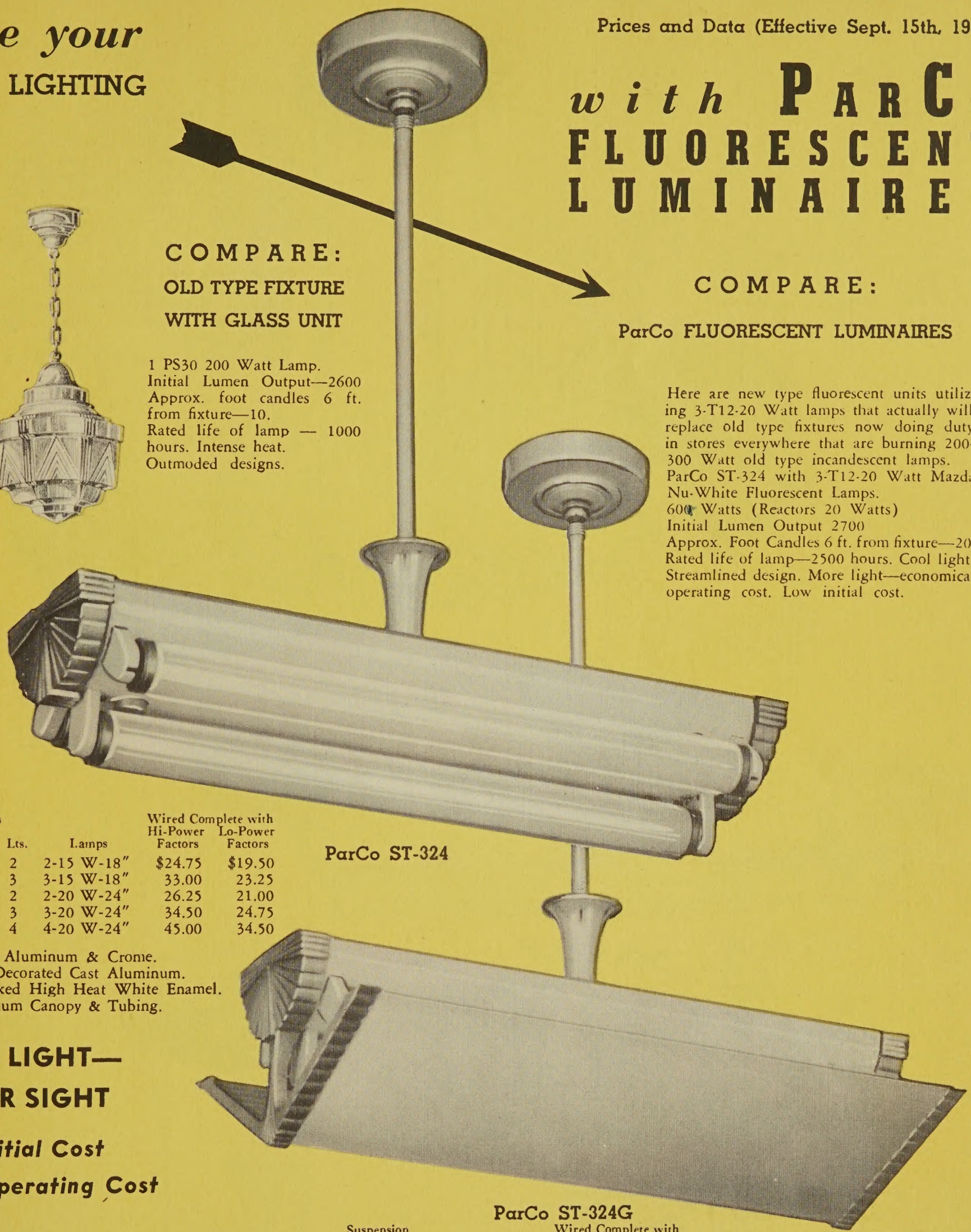
OLD TYPE FIXTURE WITH GLASS UNIT

1 PS30 200 Watt Lamp.
Initial Lumen Output—2600
Approx. foot candles 6 ft. from fixture—10.
Rated life of lamp — 1000 hours. Intense heat.
Outmoded designs.

COMPARE:

ParCo FLUORESCENT LUMINAIRES

Here are new type fluorescent units utilizing 3-T12-20 Watt lamps that actually will replace old type fixtures now doing duty in stores everywhere that are burning 200-300 Watt old type incandescent lamps.
ParCo ST-324 with 3-T12-20 Watt Mazda Nu-White Fluorescent Lamps.
60[illegible] Watts (Reactors 20 Watts)
Initial Lumen Output 2700
Approx. Foot Candles 6 ft. from fixture—20.
Rated life of lamp—2500 hours. Cool light.
Streamlined design. More light—economical operating cost. Low initial cost.



ParCo ST-324

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo ST218	30″	2	2-15 W-18″	$24.75	$19.50
ParCo ST318	30″	3	3-15 W-18″	33.00	23.25
ParCo ST224	30″	2	2-20 W-24″	26.25	21.00
ParCo ST324	30″	3	3-20 W-24″	34.50	24.75
ParCo ST424	30″	4	4-20 W-24″	45.00	34.50

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Stem: Aluminum Canopy & Tubing.

MORE LIGHT—
BETTER SIGHT

Low Initial Cost
Low Operating Cost
For

OFFICES
STORES
FACTORIES
HOMES
RESTAURANTS

ParCo ST-324G

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo ST218G	30″	2	2-15 W-18″	$30.75	$25.50
ParCo ST318G	30″	3	3-15 W-18″	39.00	29.25
ParCo ST224G	30″	2	2-20 W-24″	32.25	27.00
ParCo ST324G	30″	3	3-20 W-24″	40.50	30.75

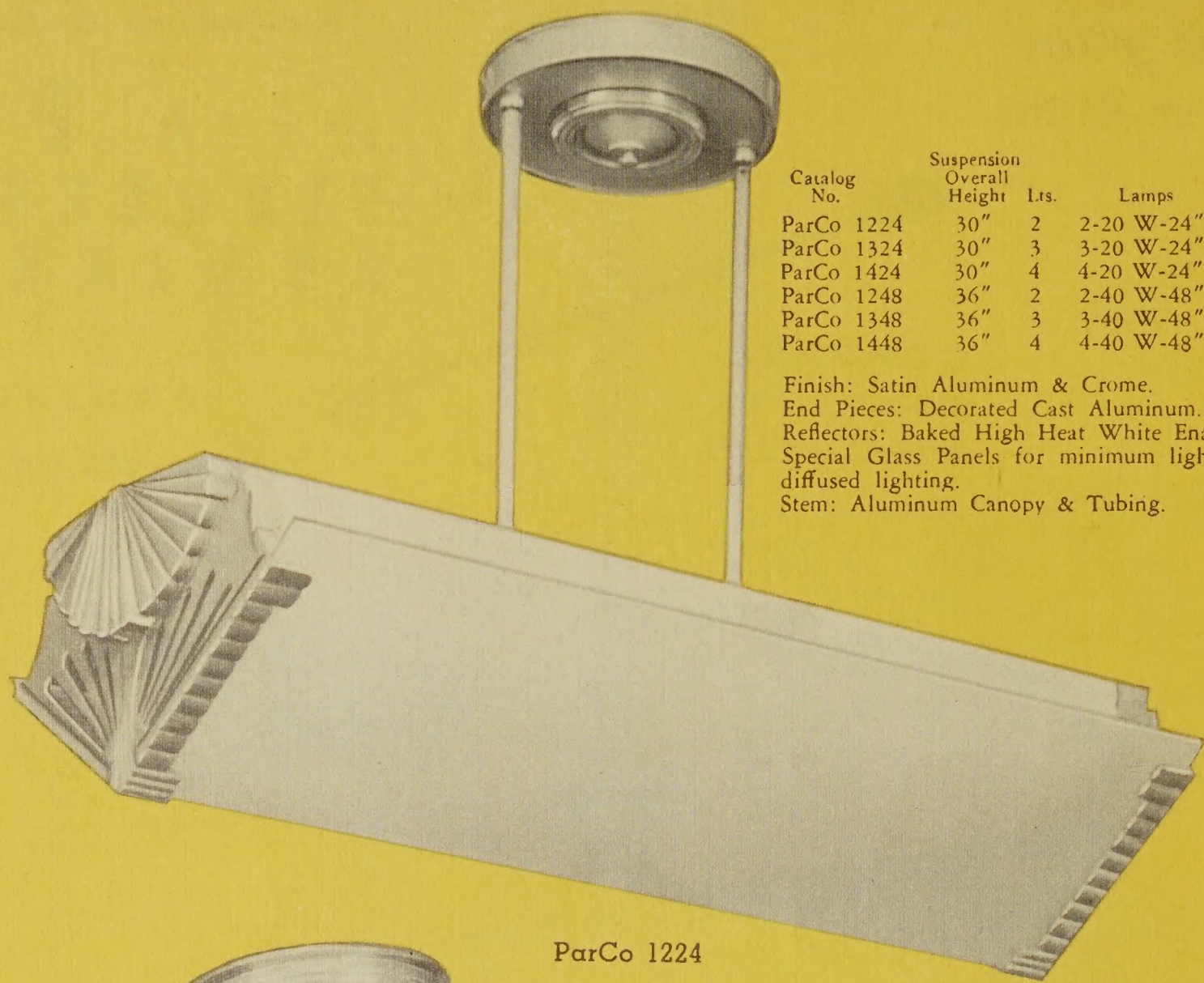
Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Stem: Aluminum Canopy & Tubing.
Special Glass Panels for minimum light absorption and soft diffused lighting.

OPERATING VOLTAGES:
All ParCo Fluorescent Units listed herein available for 110-125 volts, 60 cycle A. C. IMPORTANT—Do not Plug A.C. units into D.C. current. These Units are approved by the National Board of Fire Underwriters and have labels attached.

MANUFACTURED BY

PARCO LIGHTING EQUIPMENT COMPANY

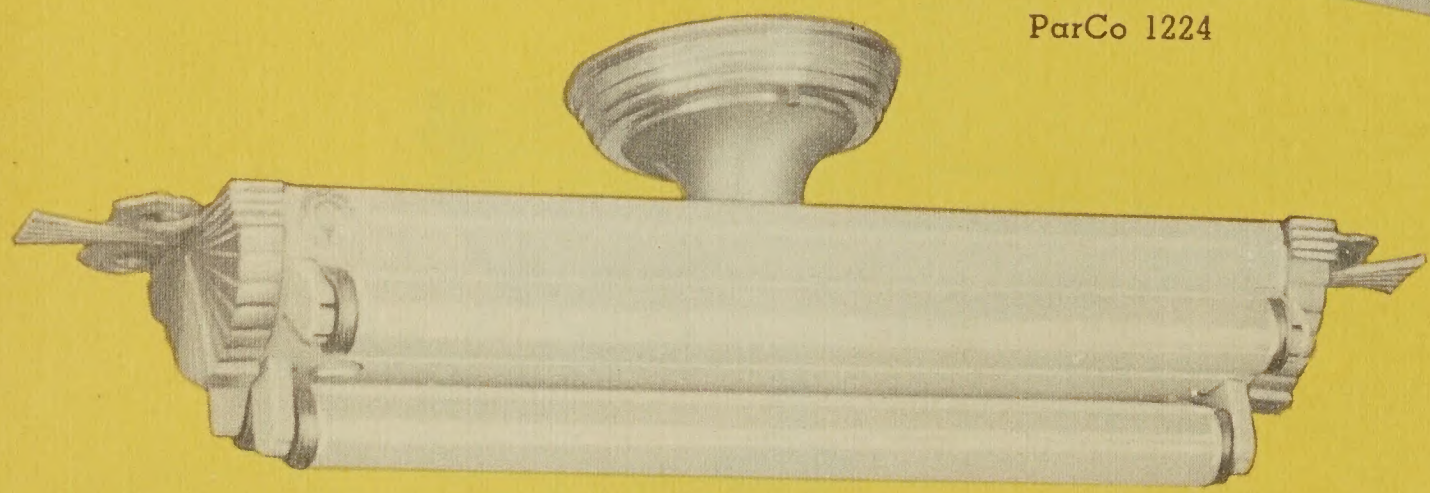
12 WAVERLY PLACE
NEW YORK, N. Y.



Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 1224	30″	2	2-20 W-24″	$41.25	$36.00
ParCo 1324	30″	3	3-20 W-24″	48.75	39.75
ParCo 1424	30″	4	4-20 W-24″	54.00	43.50
ParCo 1248	36″	2	2-40 W-48″	53.25	53.25
ParCo 1348	36″	3	3-40 W-48″	64.50	60.00
ParCo 1448	36″	4	4-40 W-48″	70.50	70.50

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Special Glass Panels for minimum light absorption and sof diffused lighting.
Stem: Aluminum Canopy & Tubing.

ParCo 1224



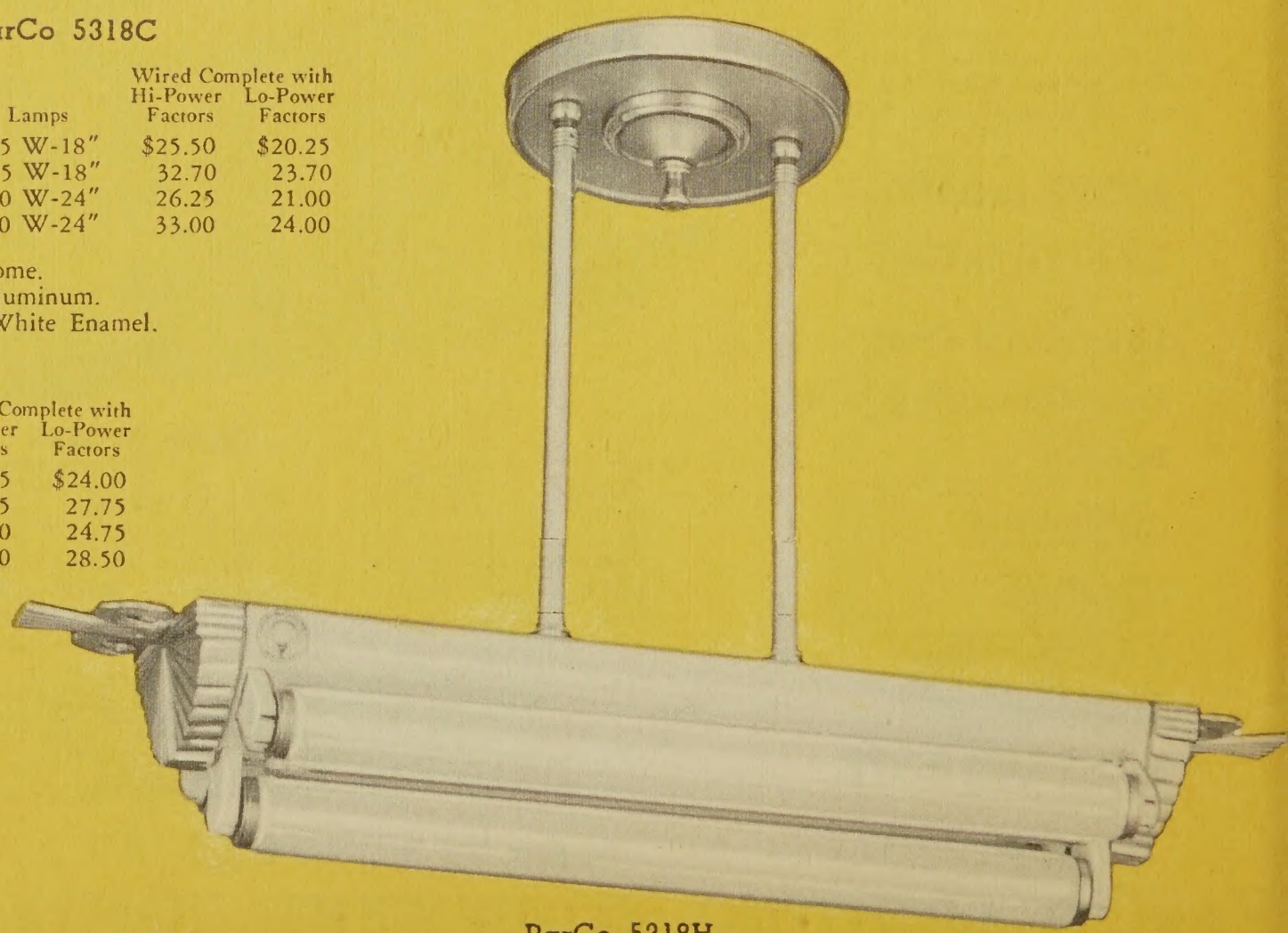
ParCo 5318C

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 5218C	7″	2	2-15 W-18″	$25.50	$20.25
ParCo 5318C	7″	3	3-15 W-18″	32.70	23.70
ParCo 5224C	7″	2	2-20 W-24″	26.25	21.00
ParCo 5324C	7″	3	3-20 W-24″	33.00	24.00

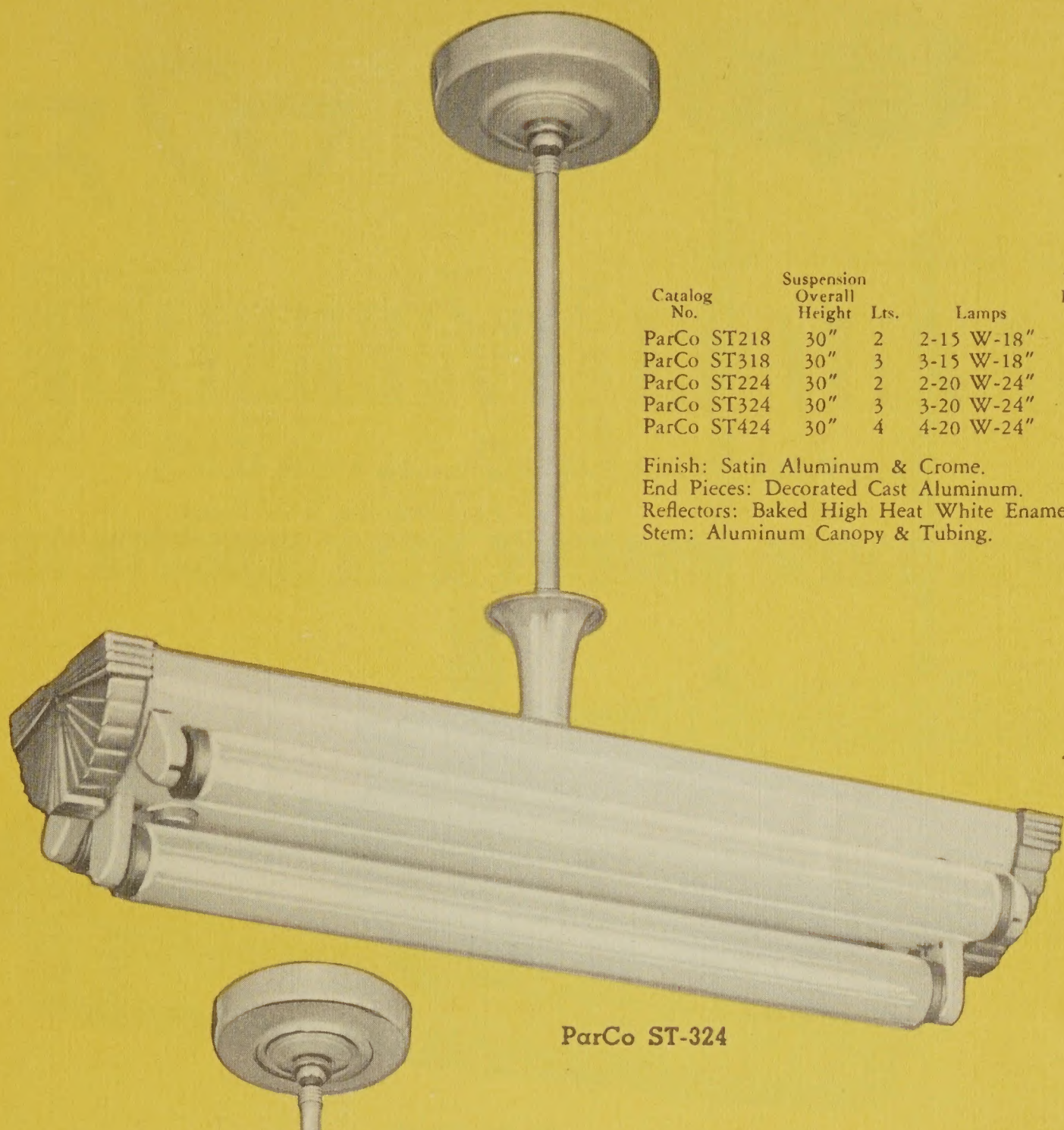
Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 5218H	30″	2	2-15 W-18″	$29.25	$24.00
ParCo 5318H	30″	3	3-15 W-18″	36.75	27.75
ParCo 5224H	30″	2	2-20 W-24″	30.00	24.75
ParCo 5324H	30″	3	3-20 W-24″	37.50	28.50

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Stem: Aluminum Canopy & Tubing.



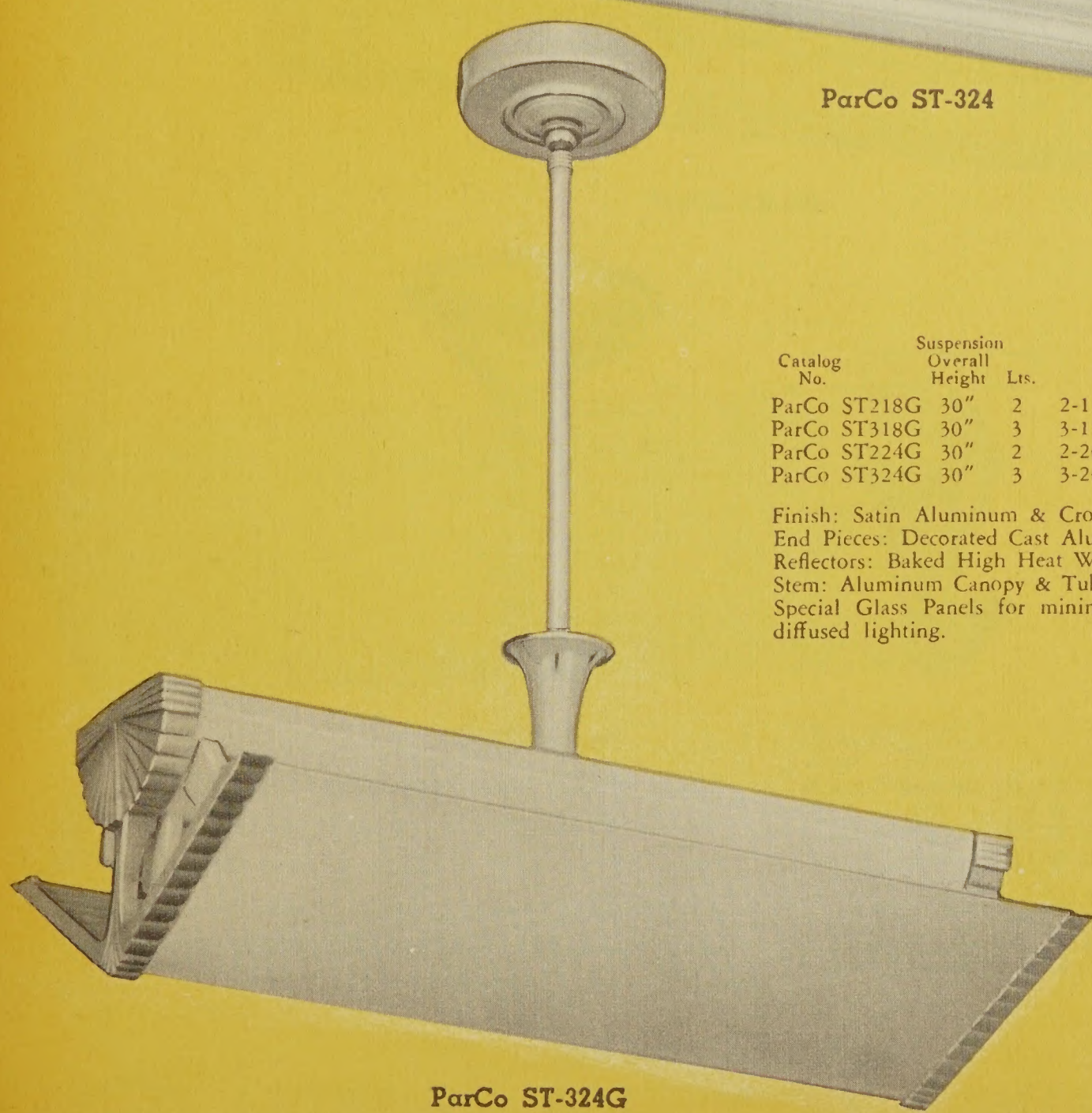
ParCo 5318H



Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo ST218	30″	2	2-15 W-18″	$24.75	$19.50
ParCo ST318	30″	3	3-15 W-18″	33.00	23.25
ParCo ST224	30″	2	2-20 W-24″	26.25	21.00
ParCo ST324	30″	3	3-20 W-24″	34.50	24.75
ParCo ST424	30″	4	4-20 W-24″	45.00	34.50

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Stem: Aluminum Canopy & Tubing.

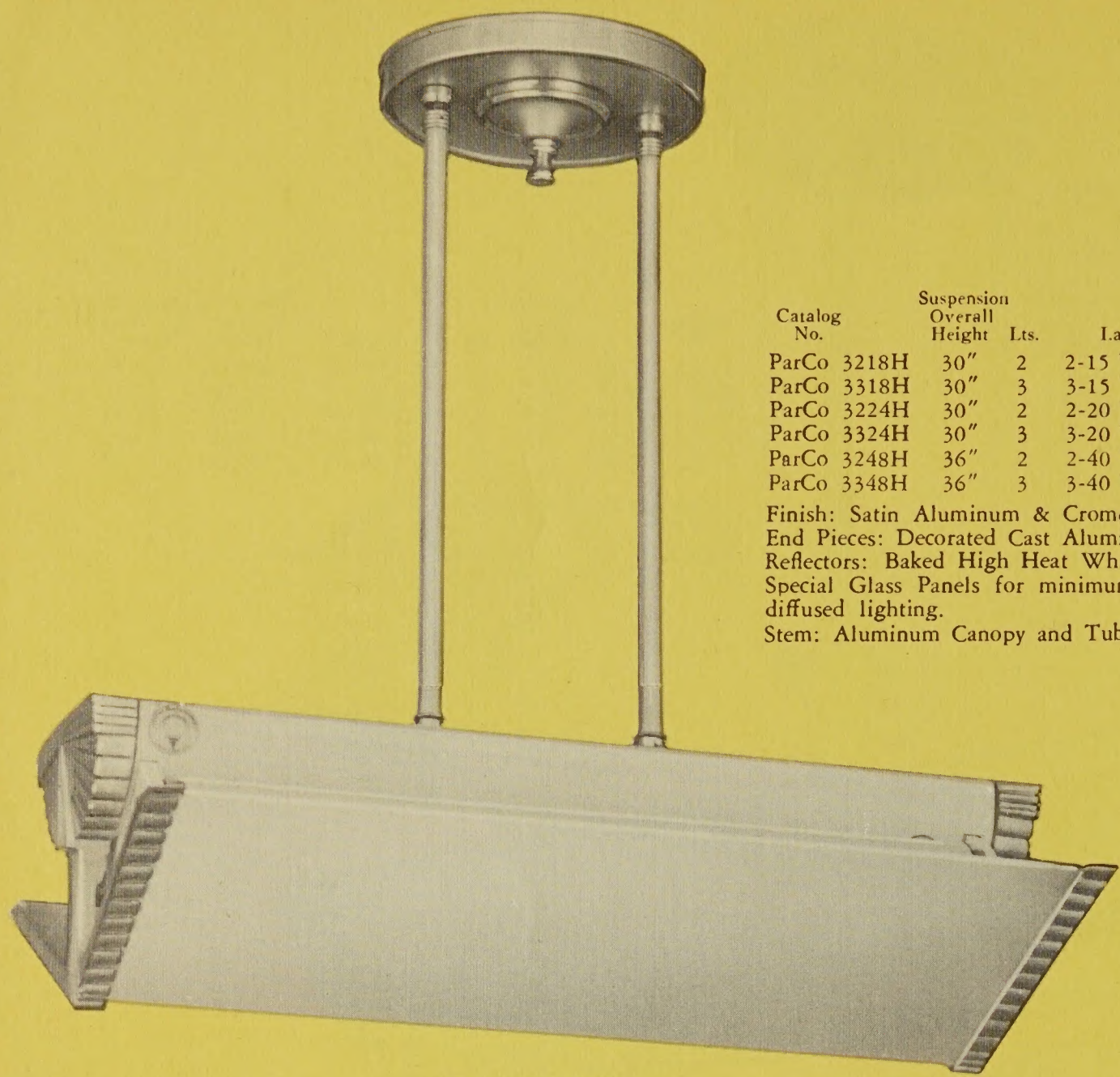
ParCo ST-324



Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo ST218G	30″	2	2-15 W-18″	$30.75	$25.50
ParCo ST318G	30″	3	3-15 W-18″	39.00	29.25
ParCo ST224G	30″	2	2-20 W-24″	32.25	27.00
ParCo ST324G	30″	3	3-20 W-24″	40.50	30.75

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Stem: Aluminum Canopy & Tubing.
Special Glass Panels for minimum light absorption and soft diffused lighting.

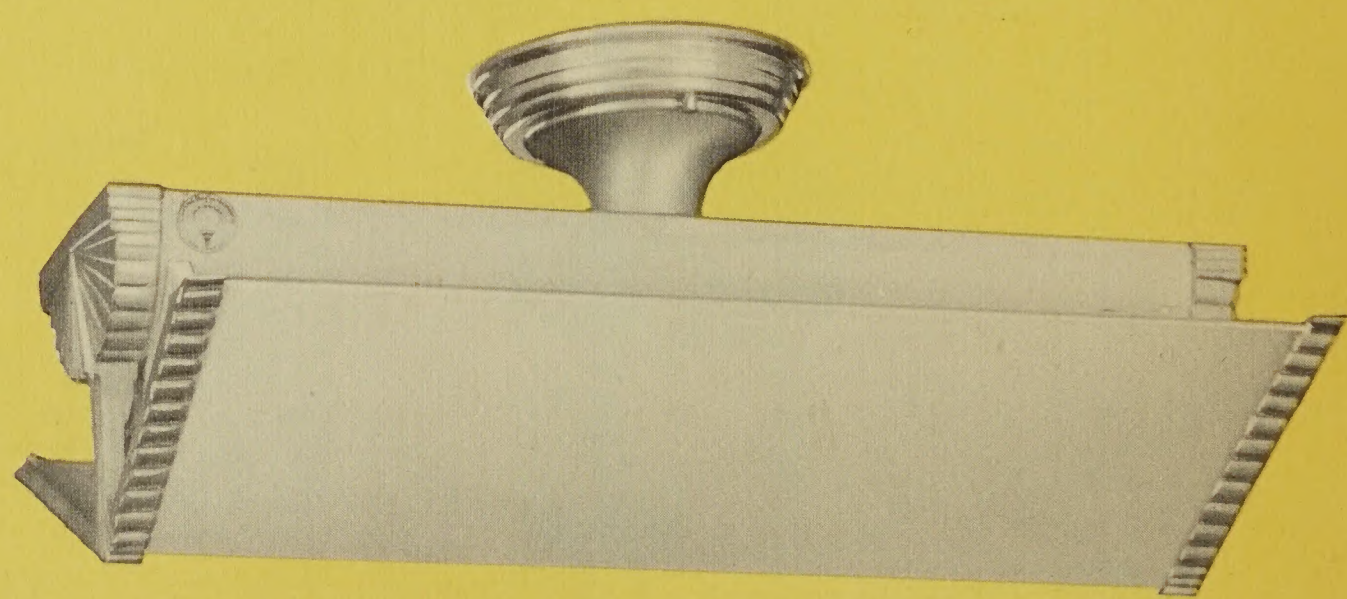
ParCo ST-324G



Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 3218H	30″	2	2-15 W-18″	$33.75	$28.50
ParCo 3318H	30″	3	3-15 W-18″	41.25	32.25
ParCo 3224H	30″	2	2-20 W-24″	35.25	30.00
ParCo 3324H	30″	3	3-20 W-24″	42.75	33.75
ParCo 3248H	36″	2	2-40 W-48″	47.25	47.25
ParCo 3348H	36″	3	3-40 W-48″	59.25	54.75

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Special Glass Panels for minimum light absorption and soft diffused lighting.
Stem: Aluminum Canopy and Tubing.

ParCo 3324H



ParCo 3324C

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 3218C	9″	2	2-15 W-18″	$30.00	$24.75
ParCo 3318C	9″	3	3-15 W-18″	37.50	28.50
ParCo 3224C	9″	2	2-20 W-24″	30.75	25.50
ParCo 3324C	9″	3	3-20 W-24″	38.25	29.25

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Special Glass Panels for minimum light absorption and soft diffused lighting.

PARCO

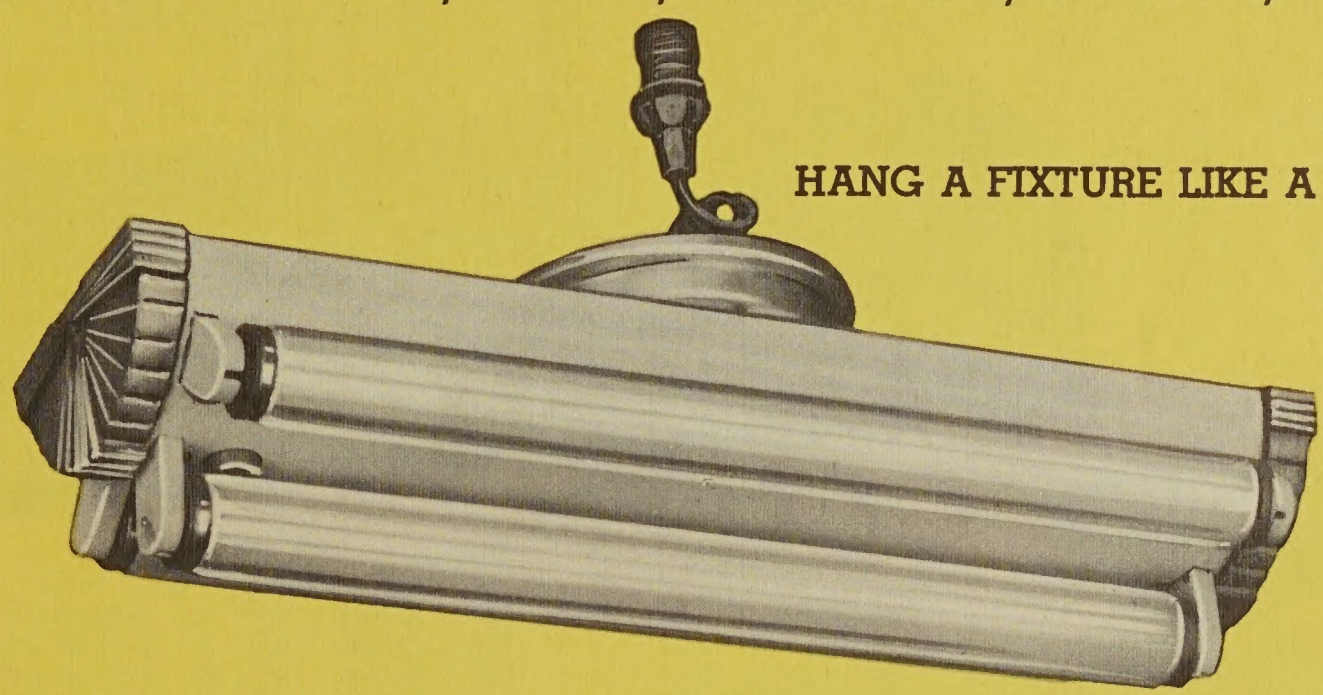
Prices and Data (Effective Sept. 15th, 1940)

FLUORESCENT LUMINAIRE

Plug-in Replacement

FOR THE KITCHEN, BATH, BEDROOM, OFFICE, STORE, etc.

HANG A FIXTURE LIKE A PICTURE!



ParCo FR-324

Catalog No.	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo FR224	2	2-20 W-24"	$24.00	$19.50
ParCo FR324	3	3-20 W-24"	31.50	22.50

(No Lamps Included)

Finish: Satin Aluminum & Crome.
End pieces: Decorated cast aluminum.
Reflectors: Baked High Heat White Enamel.

Standard units supplied for operation on 110-125 Volts, 60 Cycle, Alternating Current.

These Fluorescent Replacement units may be easily attached to present fixture. To attach FR224 or FR324, all you need to do is: 1. Remove the glass and lamp; 2. Plug cord into the socket of old fixture; 3. Attach the collar on FR224 or FR324, to the glass holder by adjusting screws for rigid support. No special wiring is necessary—the complete operation can be accomplished in a jiffy. These units are furnished with collars for 4" holder. However, 6" holders will be furnished on request.

MANUFACTURED BY
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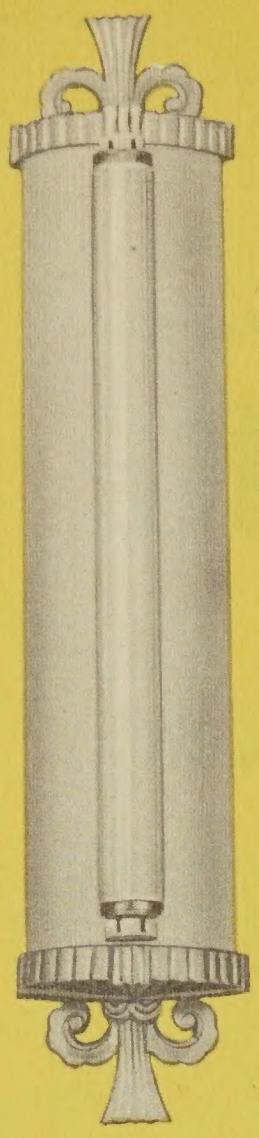
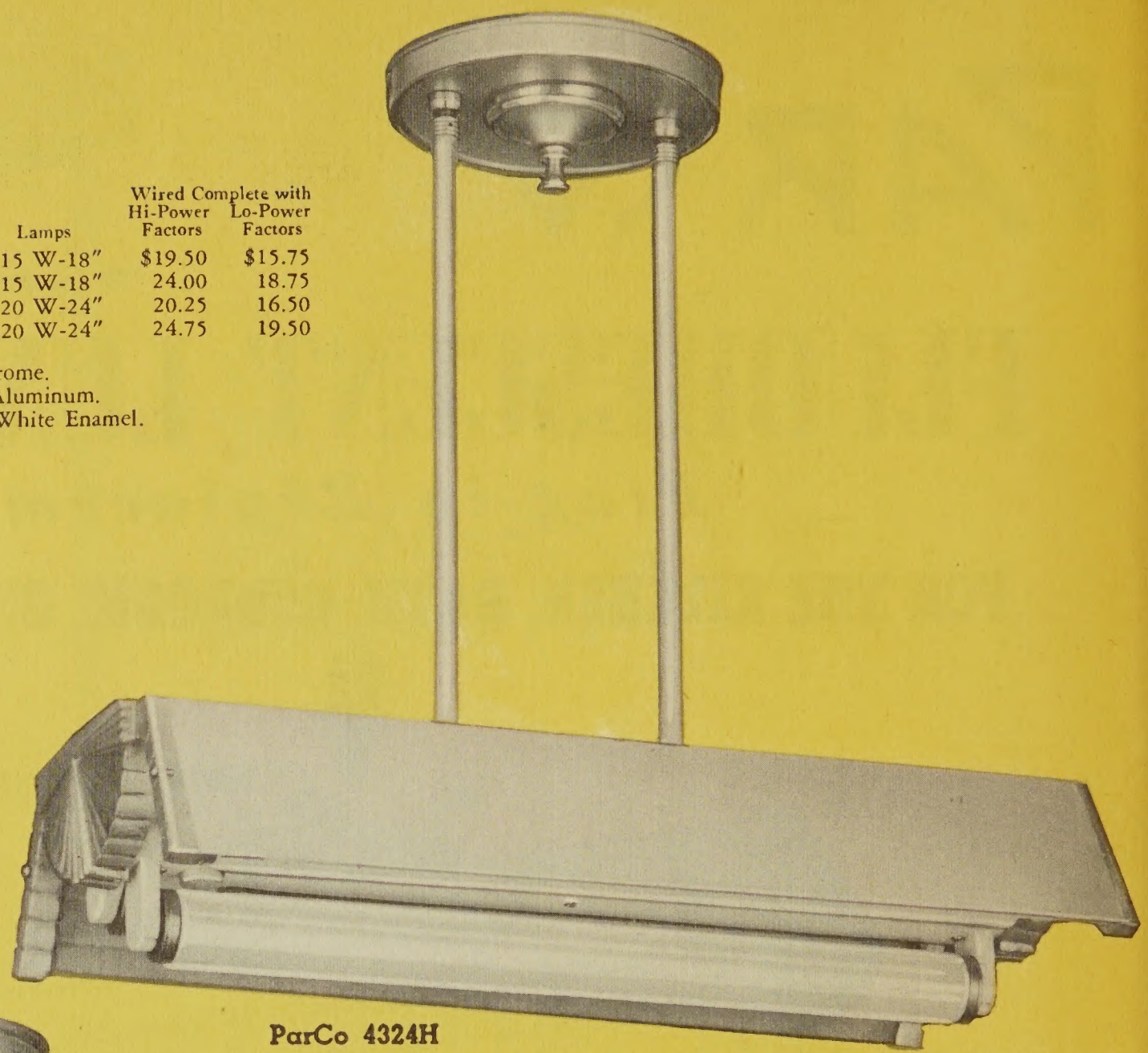
12 WAVERLY PLACE
NEW YORK, N. Y.



ParCo 5118B

Catalog No.	Back Plate Length	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 5118B	25½″	1	1-15 W-18″	$19.50	$15.75
ParCo 5218B	25½″	2	2-15 W-18″	24.00	18.75
ParCo 5124B	31½″	1	1-20 W-24″	20.25	16.50
ParCo 5224B	31½″	2	2-20 W-24″	24.75	19.50

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.



ParCo 4324H

ParCo 4324C

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 4218H	30″	2	2-15 W-18″	$33.75	$28.50
ParCo 4318H	30″	3	3-15 W-18″	41.25	32.25
ParCo 4224H	30″	2	2-20 W-24″	35.25	30.00
ParCo 4324H	30″	3	3-20 W-24″	42.75	33.75

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Special Glass Panels for minimum light absorption and soft diffused lighting.
Stem: Aluminum Canopy and Tubing.

Catalog No.	Suspension Overall Height	Lts.	Lamps	Wired Complete with Hi-Power Factors	Wired Complete with Lo-Power Factors
ParCo 4218C	7″	2	2-15 W-18″	$29.25	$24.00
ParCo 4318C	7″	3	3-15 W-18″	36.75	27.75
ParCo 4224C	7″	2	2-20 W-24″	30.75	25.50
ParCo 4324C	7″	3	3-20 W-24″	38.25	29.25

Finish: Satin Aluminum & Crome.
End Pieces: Decorated Cast Aluminum.
Reflectors: Baked High Heat White Enamel.
Special Glass Panels for minimum light absorption and soft diffused lighting.

Operating Voltages: All Units Available for 110-125 Volts, 60 Cycle, A.C.

ParCo Fluorescent Units Are Approved by National Board of Fire Underwriters and Are Furnished with Labels Attached.

Prices Do Not Include Lamps.

Do Not Plug A.C. Units in D.C. Current.

GENERAL INFORMATION

PRICES

All prices subject to change without notice.
Extra Lengthening: Single Stem, 90c List per foot or fraction of foot. Double Stem, $1.05 List per foot or fraction of foot.
Canopy Pull Switch installed in canopy, add $1.50 to List.
Canopy Pull Switch (2 circuit) installed in canopy add $3.75 to List.

PACKING

The utmost in care is taken in packing our merchandise and in obtaining receipts from carriers for delivery in good condition—hence, we will not be responsible for goods damaged or lost in transit.

RETURN GOODS

Under no circumstance will any merchandise be accepted for return for credit without authorization from us. A return tag for identification will be furnished by us on application. In any case a 20% service charge will be levied for inspection and repacking on all returned goods.

STANDARD PACKAGES

All Units are packed one finish to a standard package. F.O.B. New York City.

AVERY LIBRARY
COLUMBIA UNIVERSITY

AVERY LIBRARY
COLUMBIA UNIVERSITY